

## Selection of Kellogg Research Projects

### Dairy

*A Study of Traits Other Than Production in the New Zealand Dairy Industry National Breeding Objective*  
*Dairy Effluent Management - it's all about the s...*  
*Farming under nitrate leaching limits*  
*Wintering in Canterbury and North Otago: business relationships between dairy farmers and graziers*  
*Intensive Off Pasture Farming*  
*Antibiotics and Dry Cow Therapy: What's the Problem?*  
*Funding the flow of milk*

### Author

Jessie Dorman  
Lew Metcalfe  
Will Grayling  
  
Virginia Serra  
Doug Dibley  
Duncan Macintosh  
Hamish Fraser

### Sheep and Beef

*A study of what motivates farmers to engage in extension opportunities*  
*Strong wool- growing a sustainable future*  
*Increasing uptake of environmental practices on sheep and beef farms*  
*Red Meat Career Pathway*

Mark Adams  
Sandra Faulkner  
Erica van Reenan  
Kirsty Stratton

### Social Media

*Harnessing Brand NZ in China*

Sophie Stanley

### Leadership

*Leadership for Future Agribusiness*

Sue Pickering

### Kiwifruit

*Are there opportunities for faster innovation in the kiwifruit industry?*  
*Increasing the pace of change*

Mary Black  
Chrissy Stokes

### Family Farm Business

*Family Decision Making*

Amanda Bowie

### Meat Trade

*Feeding the Dragon*

Jason Te Brake

### Maori in agribusiness

*Success of the Maori Primary Sector is Success for all New Zealand*  
*Indigenous Branding – Creating a point of difference to the New Zealand Primary Sector*

Brad Tatere  
Stephen Thomson

### Agribusiness careers from school

*Stoking Secondary School Students Interest in Agriculture*

Jason Rolfe